

Carlsbad at a glance

The City of Carlsbad is situated in north San Diego County where a great climate, beautiful beaches and lagoons, and abundant natural open space, combine with world class resorts, family attractions, well-planned neighborhoods, a diverse business sector and a charming village atmosphere to create the ideal California experience.



Population and area

Population	109,333
Total area	39 Sq. Miles

Source: American community survey 1 year estimates

Educational attainment (Carlsbad/USA)

Population over 25	80,119/208,131,498
Bachelor's degree	50.4%/29.1%
Graduate or professional degree	21%/10.9%

Source: U.S. Census Bureau, 2012 American Community Survey

Income

Carlsbad avg. household income	\$107,048
San Diego County avg. household income	\$81,326

Source: 2008-2012 (American Community Survey 5 year plan)

Top business clusters (# employees)

Hospitality and tourism	12,380
Life sciences	7,450
Action sports manufacturing	2,575
Information and communications technology	9,558
Clean technology	5,269

Source: City of Carlsbad, BW Research 2014 industry cluster update

Universities and school districts

Colleges and universities within 30 miles

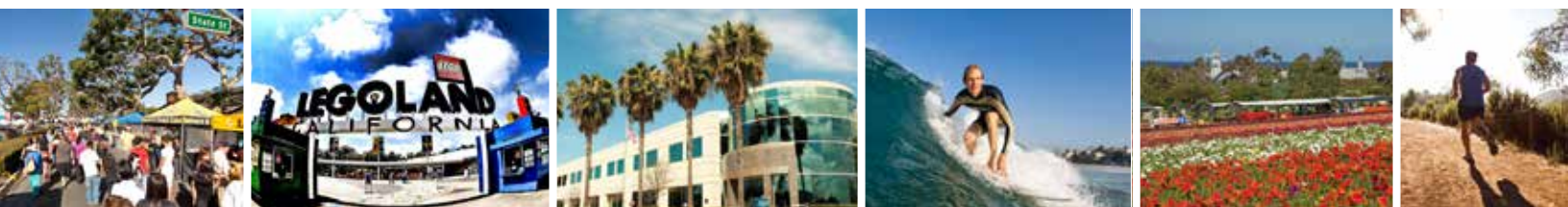
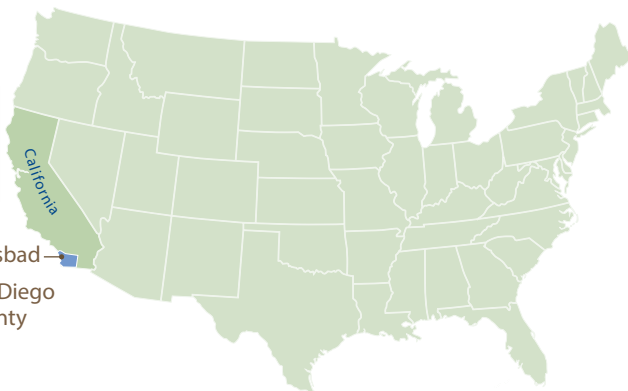
California State University, San Marcos
University of California, San Diego
University of San Diego
Mira Costa College
Miramar College
Palomar College

Elementary schools - greatschools.org ratings

Carlsbad has 16 elementary schools and is serviced by
4 top ranking school districts
of schools scoring 9 or 10 out of 10..... 13



Carlsbad
San Diego
County



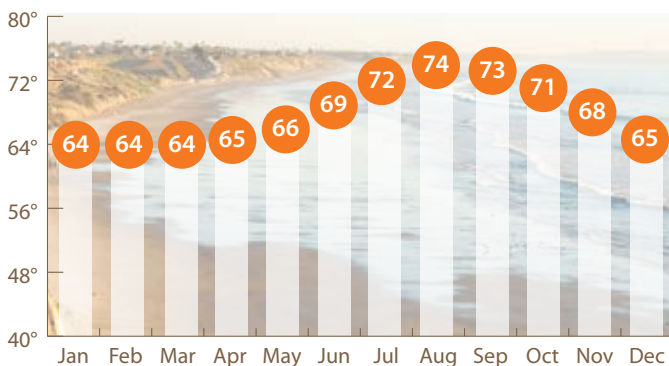
Top 20 employers

Employer - product/service

- 1) **ViaSat, Inc.** - *communications*
- 2) **Thermo Fisher Scientific** - *biotechnology*
- 3) **LEGOLAND California** - *family theme park*
- 4) **Callaway Golf** - *golf equipment*
- 5) **Carlsbad Unified School District** - *government*
- 6) **Omni La Costa Resort & Spa** - *resort*
- 7) **TaylorMade - Adidas Golf** - *golf equipment*
- 8) **SGN Nutrition** - *nutrition*
- 9) **Gemological Institute of America** - *training/laboratory*
- 10) **City of Carlsbad** - *government*
- 11) **OptumRx** - *biotechnology*
- 12) **Genoptix, Inc.** - *biotechnology*
- 13) **Park Hyatt Aviara** - *resort*
- 14) **Zimmer Dental** - *biotechnology*
- 15) **Nordson Corporation** - *precision manufacturing*
- 16) **Legend3D** - *visual effects*
- 17) **Costco Wholesale Corporation** - *retail*
- 18) **Continuing Life Communities** - *retirement*
- 19) **ISIS Pharmaceuticals** - *biotechnology*
- 20) **Great Call/Jitterbug** - *communications*

Weather

Average high temperature (°F)



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City budget (fiscal year 2013-2014)

City budget	\$259.5 million
Projected revenues (all funds)	\$264.1 million
Projected revenues (general)	\$121 million
Adopted expenditures (General Fund)	\$119.7 million

Tax profile

Property tax base rate	1%
Sales tax	8%

Entertainment, recreation and tourism

Annual visitors	3.5 - 4 million
Hotel rooms	4,000+

Attractions

LEGOLAND California
SEA LIFE Aquarium at LEGOLAND California
Museum of Making Music
The Flower Fields at Carlsbad Ranch
Carlsbad Annual Music Festival

Outdoor recreation

Parks	31
Beaches and coastline	7 miles
Hiking trails	45 miles
Open space	9,300 acres
18-Hole golf courses	5
Beach side camping	Carlsbad State Beach

Transportation

Air

McClellan-Palomar Airport (United Airlines)	in Carlsbad
San Diego International Airport	30 miles
John Wayne (Orange County) Airport	50 miles
Los Angeles International Airport (LAX)	90 miles

Highways

Interstate 5 and Highway 78

Ports

San Diego	27 miles
Long Beach	79 miles
Los Angeles	80 miles

Public transit

Amtrak
Coaster (Carlsbad Village & Poinsettia stations)
North County Transit District Bus System

